"THE COMMODORE 64 COULD BE THE MICROCOMPUTER INDUSTRY'S OUTSTANDING NEW PRODUCT INTRODUCTION SINCE THE BIRTH OF THIS INDUSTRY."

–SHEARSON/AMERICAN EXPRESS

commodore

Computer Systems Group
487 Devon Park Drive
Wayne, PA 19087
(215) 687-9750

Dear Commodore Dealer:

"The Commodore 64 could be the microcomputer industry's outstanding new product introduction since the birth of this industry."

- Shearson/American Express

The enclosed materials were designed to assist you in advertising the Commodore 64 in your store and throughout your local marketing area. New in-store displays, co-op materials, radio scripts, and brochures will support your efforts in selling this "revolutionary" product.

Commodore will spend over $20 million dollars on advertising throughout the balance of 1982, including $5 million dollars on the "64" alone! Our national advertising efforts will include numerous television commercials and multi-page spreads in the magazines most read by business people, educators, hobbyists, home users, and professional/technical prospects. The enclosed media schedule outlines our comprehensive print coverage.

Currently, Co-op allowances are 3 percent. So, if you haven't already taken advantage of this great new product offering, call your regional office for more detailed information. Should you require additional support materials, check the enclosed literature order form.

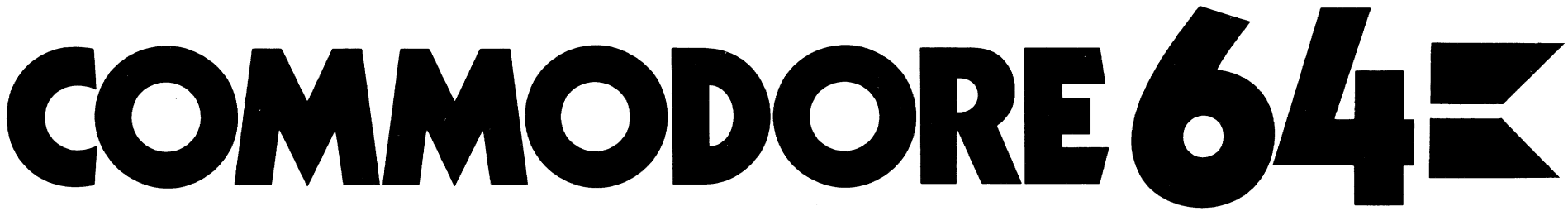
The Commodore 64 advertising campaign and co-op materials are going to generate a lot of attention and sales. Make sure your dealership is taking advantage of the COMMODORE 64 and the PROFITS it can generate.

Sincerely,

~~Leon~~ Harris
President - Personal Computer Division

STARTING THE WEEK OF SEPTEMBER 27, THE COMMODORE 64 COMES TO TELEVISION WITH THE LARGEST MEDIA LAUNCH IN COMMODORE HISTORY.

commodore
COMPUTER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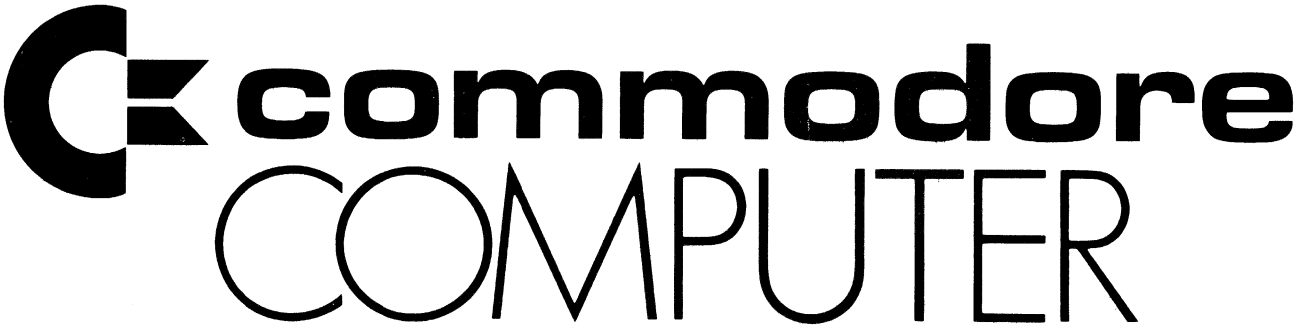
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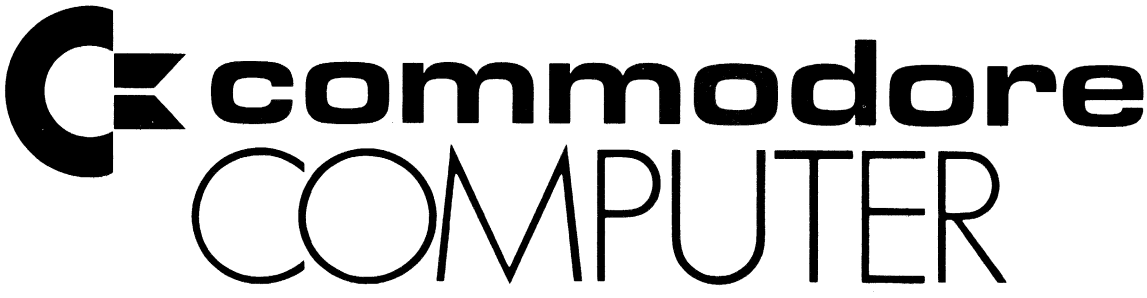
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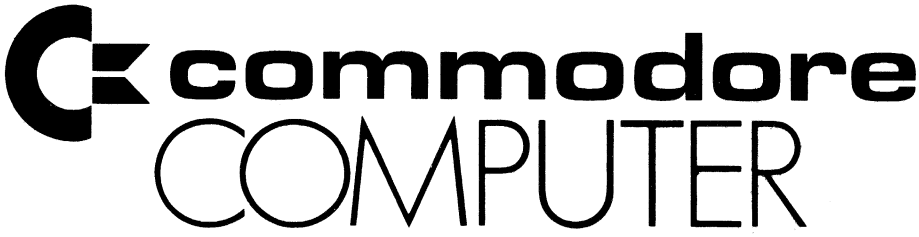
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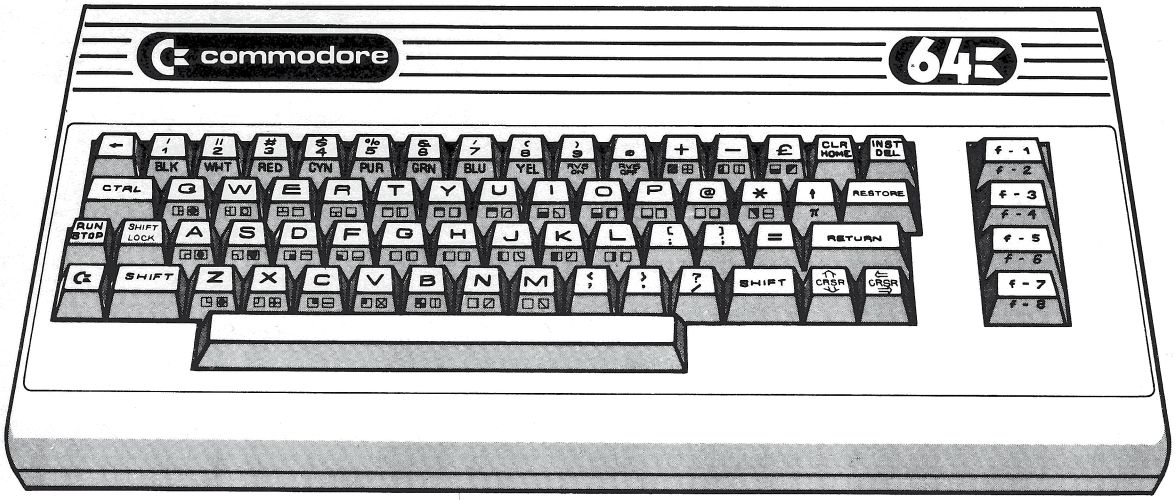
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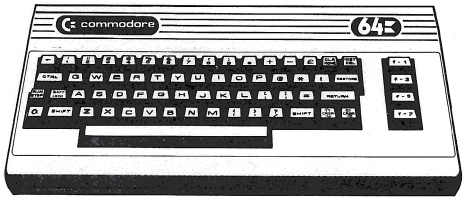
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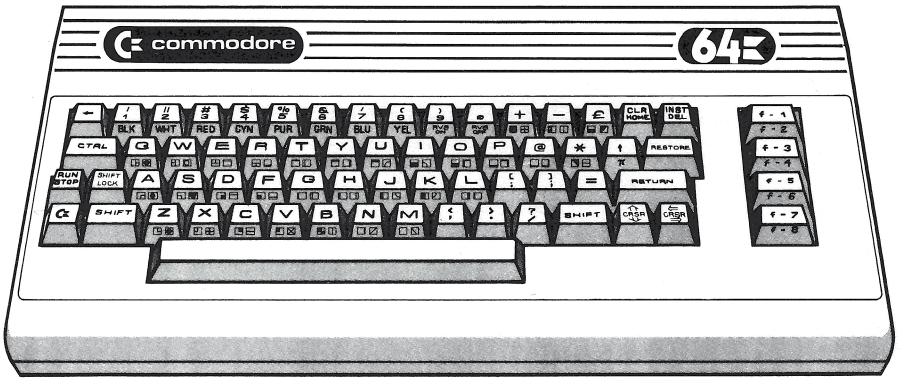
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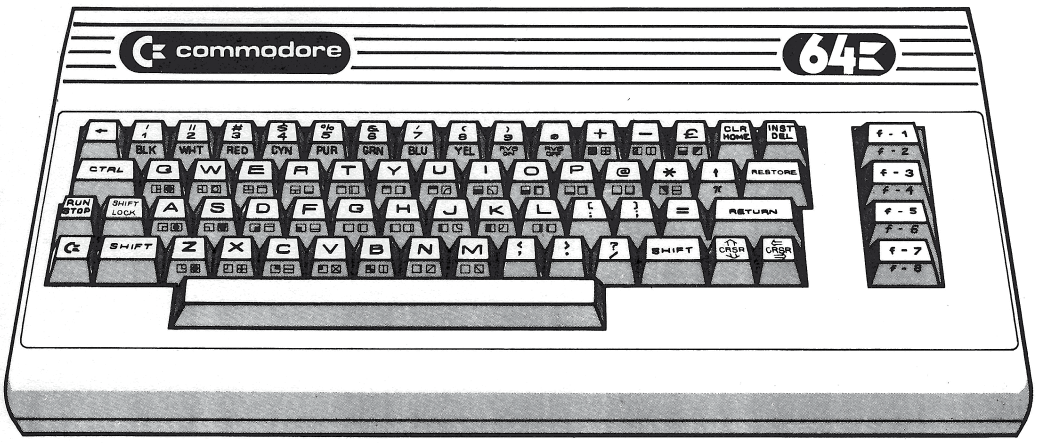
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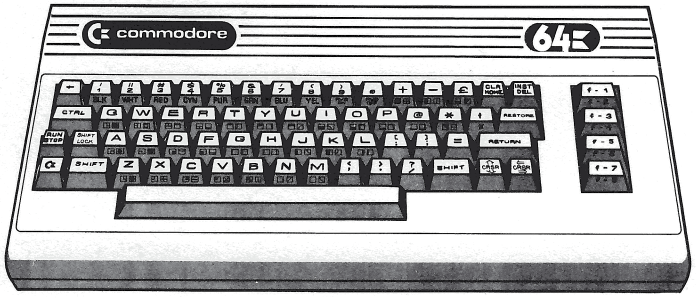
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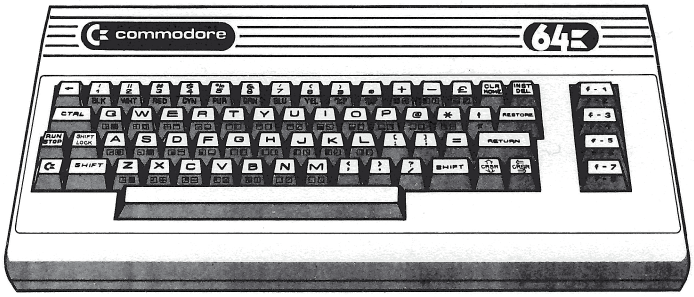
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COMMODORE LITERATURE

GENERAL COMMODORE LITERATURE

LC00002 CORPORATE IDENTITY BROCHURE 12 page $ .35
Describes the history of Commodore, and discusses the many Commodore divisions.

LC00007 HARDWARE BROCHURE - NEW! - 6 page $ .28
Gives an overview of Commodore's complete hardware line from the MAX to the new P and B Series. Includes peripherals, special documentation and pricing.

LC00005 SOFTWARE BROCHURE - Shopping For Software?
8 page $ .28
Details the most popular Commodore software programs. Includes wordprocessing, financial and information management systems, industry specific systems and computer development systems.

LC00009 THE NEW GENERATION FROM COMMODORE 8 pages $ .28
Describes Commodore's new P,B and BX Series micros and peripherals.

COMMODORE 64 ITEMS

LG00003 COMMODORE 64 BROCHURE - Slim-jim Folds to #10 $ .18
Shearson American Express quote. Describes capabilities, peripherals, and specifications. Shows comparison to competitors. 9" x 12" folds down to fit into #10 envelope.

LG00017 COMMODORE 64 POSTER 18" x 24 $10.00/3 pcs
COMMODORE 64 WINDOW BANNER 12" x 36"
COMMODORE 64 3-D COUNTER DISPLAY 12"x 9"x 15"
Comes as set of three. All three read: "For $595, you get what nobody else can give you for twice the price."

COMMODORE 64 ENVELOPE STUFFERS -(3) 3"x 5" $ .10
4 sides, folds to 3"x5" card can be inserted in with your customers' statements or put into point of purchase displays. Back page has place for dealer stamp.

LG00020 "Shearson-American Express"
LG00023 "You Don't Need a computer to tell you which computer to buy."
Comparison Chart 64, Apple, IBM.
LG00024 "What Nobody Else Can Give You for Twice the Price"

VIC LITERATURE

L06VIC20 VIC 4 COLOR BROCHURE - VIC 20 The Friendly Computer
8 page $ .22
Tells what the VIC can do for the end user. Describes VIC 20 keyboard, commands and editing keys. Lists peripherals, and gives VIC 20 specifications.

LA00029 VIC THE WONDER COMPUTER OF THE 80'S #10 $ .10
Shows screens of 22 software programs. Gives VIC and peripheral specifications and compares with Atari VCS and Intellivision. Small accordian fold.

PRICE LISTS

L02RP	CBM RETAIL PRICE LIST	4 page	$ .03
L02DP	CBM/VIC DEALER PRICE LIST	4 page	$ .03
L03VIC20	VIC RETAIL PRICE LIST	4 page	$ .03

VIC PROMOTIONAL ITEMS

LP00001 VIC POSTER — 20"x30" — $ 1.17
Colorful rainbow surrounds the VIC.

LP00003 VIC BUTTON — 2 1/2" — $ .39
VIC with rainbow on white background.

COMMODORE PROMOTIONAL ITEMS

LC00009 BYTE OF WHIMSEY POSTER — 29" x 24" — $ 1.50
Whimsical poster portraying pixies playing with VIC's and CBM's. Reprinted from April/May issue of Commodore Magazine.

LM00006 INDOOR ILLUMINATED SIGN — 30"x10"x4 1/2" — $42.85
The Commodore name and logo on a bright flourescent illuminated sign. Includes a chrome frame, styrene back, clear snap on face and a chain for hanging.

LC00008 COMMODORE PRESS FOLDERS — 9"x12" — $ .50
White laminated folder with Commodore logo repeated in red and blue, used for corporate press kits. Two inside flaps, slot for business card.

LA00030 MAILER - SUPERPET — 4 page — $ .12
"The SuperPET an inexpensive alternative to the high cost of mainframe expansion." Outlines educational advantages and low cost, perforated return coupon.

PRINT ADVERTISING MATERIALS

LC00010 COMMODORE 64 AD KIT — No Charge
Everything you need to advertise the 64 computer. Line art, logo slicks, ad mats, radio scripts and TV photoboards.

LC00011 COMMODORE LINE ART — 8 sheets — NO Charge
Complete set of line art includes: 4032, 8032, SuperPET; 4040, 8050, 8250; 8300P, VIC 1541; CBM 64; VIC 20; VICModem; C2N Datasette; & Commodore Computer logo. Available individually.

TELEVISION

COMMODORE 64 TV COMMERCIALS — :30 sec. — $16.99
Air quality commercials on 2" tape. Includes dealer tag.
LG00027 "Future 64"
LG00028 "Honesty"

VIC 20 TV COMMERCIALS — :30 sec. — $16.99
Air quality commercials on 2" tape. Includes dealer tag.
LG00025 "Preparing"
LG00026 "Controls"

RADIO

COMMODORE 64 RADIO COMMERCIALS (3) :50 sec $ 4.25
Three air quality commercials on 1 reel-to-reel, ready for station use.
LG00014 "Confidence", "Daddy's Office", "Relationship" all with dealer tag.

VIC 20 RADIO COMMERCIALS (2) :50 sec. $ 4.25
Two air quality commercials on 1 Reel-to-reel tape. Includes dealer tag.
LG00021 "Comparisons" and "Personnel Manager".

DEMO TAPES

VT101 VIC CASSETTE DEMO TAPE I $ 1.33
Plays on VIC via the CBM Datasette. Loads choice of 5 continuous demo programs. "General Demo; Graphics & Sound; Business Demo; Flag Demo; Rocket Command (playable game).

MISCELLANEOUS

L01ADL COMMODORE AUTHORIZED DEALERS LIST #10 $ .11
Current listing of all Commodore dealers in the US. Continually updated.

PUBLICATIONS

LM00001 COMMODORE THE MICROCOMPUTER MAGAZINE 6 issues $1.25/issue
A user magazine devoted to all aspects of Commodore computers including business and education. ($15.00/year retail)

LM00005 POWER/PLAY 4 issues $1.25/issue
FUN, GAMES & BEYOND WITH THE COMMODORE HOME COMPUTERS... a user magazine devoted primarily to personal fun entertainment and learning with Commodore Computers. ($10.00/year retail)

21944 CBM SOFTWARE ENCYCLOPEDIA - VOL. 2 $ 6.00
A catalog of over 1000 software programs, books, and interfaces from Commodore and third parties. ($9.95 retail)

ORDER FORMS

LM00002 REQUEST FOR CO-OP REIMBURSEMENT FORMS -(RFCR) No Charge
Necessary for dealer to receive credit from his co-op advertising fund.

LM00004 REQUEST FOR ALTERNATE MEDIA FORMS -(RFAM) No Charge
Dealer must use RFAM when he wishes to utilize a medium that is not covered unde Commodore's Co-op Advertising Policy.

LM00007 LITERATURE REQUEST ORDER FORMS No Charge
Used to order the above promotional items. Dealer submits form to CBM Corporate. Cost of all these items can be applied to co-op advertising accruals.

commodore

487 Devon Park Drive
Wayne, PA 19087

#ITEMS	#PACKAGES	WEIGHT
VIA (CARRIER)	DATE	SHIPPER
FREIGHT COST		
HANDLING		
TOTAL		

CLEARLY TYPE OR PRINT COMPANY NAME, ADDRESS AND ZIP ON LABEL

These purchases & shipping costs may be charged against co-op accruals. I understand that if I do not have sufficient funds in my co-op account I will be billed accordingly.

Instructions:

1. Fill out this order form to request Commodore literature.
2. Retain the last part of this form for your file.
3. Mail the remaining parts to the Commodore corporate office.
4. Allow 2-3 weeks delivery.
5. Materials will be shipped "best" way. Freight will be prepaid and billed to your regular account.

LITERATURE REQUEST ORDER FORM

ORDER #	DESCRIPTION	PRICE/PIECE	QTY. ORDER	TOTAL
	TOTAL			

COMMODORE USE ONLY:

Auth. Signature _____

Total Literature _____

Shipping & Handling _____

Total Order _____

Charged to Co-Op: ☐
Billed to Dealer: ☐

Signature _____ Date _____

Charge My Co-Op ☐ Bill Me ☐

I need order by (date): _____

I agree to pay for express delivery ☐

I am a:

Dealer ☐ Rep ☐ Distributor ☐ Retailer ☐

Dept. Store ☐

Please send more order forms ☐

commodore COMPUTER

RADIO SCRIPT
COMMODORE BUSINESS MACHINES, INC.

Product: Commodore 64 | Length: :50 + tag | Date: August 20, 1982

Title: Daddy's Office | Job #: LG00015

DADDY'S OFFICE HS/bl

FATHER: Well son, here we are. How do your like your father's office?

SON: It's real neat, Dad.

FATHER: This is Daddy's blotter. And these are Daddy's pencils. And here is Daddy's Accountant of the Week award.

SON: It looks like a pencil cup.

FATHER: It is.

SON: What's this?

FATHER: That's Daddy's Commodore 64 personal Computer. It's too complicated for you to understand. Look. Here's Daddy's file cabinet.

SON: Nice files, Dad. How much built-in memory does the Commodore 64 have?

FATHER: Uh, 64 K.

SON: 64K? That's more than the IBM, the Apple II+ and the Tandy TRS-80 personal computers have.

FATHER: I guess.

SON: I bet it cost a bundle.

FATHER: Actually I think we paid under $600.

SON: You're kidding. No other personal computer can give you that much built-in memory for twice the price. Hey, is this where you attach the modem?

FATHER: What's a modem?

SON: Forget it, Dad. It's too complicated for you to understand. Wanna put your pencils in your Accountant of the Week award now?

ANNCR: The Commodore 64. What nobody else can give you at twice the price.

commodore COMPUTER

RADIO SCRIPT
COMMODORE BUSINESS MACHINES, INC.

Product: Commodore 64 | Length: :50 + tag | Date: August 20, 1982

Title: Relationship | Job #: LG00016

RELATIONSHIP HS/bl

DENNIS: Linda, remember yesterday when you told me to pack my things and get out?

LINDA: Yeah.

DENNIS: Well, I'm all packed.

LINDA: Before you go, I suggest you unpack my Commodore 64 personal computer.

DENNIS: But I bought it. It's my Commodore 64 personal computer.

LINDA: But I'm going to need it to handle the budget. With you gone I'll have a lot more money. And I have to keep up with the market.

DENNIS: You made me do all the marketing.

LINDA: Besides, who did all the research when you wanted to buy a computer? Who went from dealer to dealer? Who found out that for under $600 the Commodore 64 gives you more built-in memory than IBM, Apple II+ or Tandy TRS-80 can give you for twice the price.

DENNIS: You did. But who understood you? Who cared for you? Who put up with all your moods and comforted you?

LINDA: Dave.

DENNIS: Who's Dave?

LINDA: The Commodore 64 personal computer dealer I met.

DENNIS: Oh.

ANNCR: The Commodore 64 personal computer. What nobody else can give you at twice the price.

commodore COMPUTER

RADIO SCRIPT
COMMODORE BUSINESS MACHINES, INC.

Product: Commodore 64	Length: :50 + tag	Date: August 20, 1982
Title: Confidence	Job #: LG00014	

CONFIDENCE HS/bl

Commodore has so much confidence in the abilities of their new personal computer that they felt they could afford to take the humble approach to introduce it. So we'd simply like to inform you that the new Commodore 64 has a built-in memory of 64K.

And we can modestly state that the 64 can help you handle anything from personal finances to spread sheets to arcade quality games.

And, finally, without a lot of fanfare, we'd just like to let you know that the Commodore 64 sells for under $600, giving you what IBM, Apple and the Tandy TRS-80 can't give you at twice the price.

However, if we were to brag, we'd probably say that "The Commodore 64 could be the micro-computer industry's outstanding new product introduction since the birth of this industry."

Fortunately, we don't have to say that. Because Shearson/American Express, said it for us.

(:10 dealer tag)

WHEN COMMODORE ANNOUNCED THE 64 FOR $595, THE COMPETITION SAID IT COULDN'T BE DONE.

THAT'S BECAUSE THEY COULDN'T DO IT.

THE COMMODORE 64. ONLY $595.

Commodore is the only microcomputer company in the world that designs and manufactures its own IC chips: the heart of any computer. Because of this, Commodore brings more advanced computers to market faster than any other company. And for less money.

In terms of power (64K memory), features and versatility, the Commodore 64™ represents what Shearson/American Express has called the "...outstanding new product...since the birth of the industry."

See it soon and compare it with the competition. You can bet that's what they'll be doing, too.

commodore COMPUTER

(Dealer Name)

LG00004

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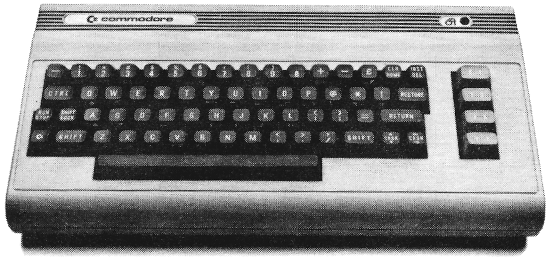
THAT'S BECAUSE THEY COULDN'T DO IT.



THE COMMODORE 64™. ONLY $595.

commodore COMPUTER

(Dealer Name)

INTRODUCING THE PERSONAL COMPUTER THAT CAN RUN YOUR BUSINESS, REPEL AN INVASION FROM MARS AND PLAY "MOON RIVER."

THE COMMODORE 64. ONLY $595.

The Commodore 64™ gives you powerful memory (64K), computing, arcade-quality games and a quality music synthesizer. If you've been waiting for a personal with this kind of price and performance, your wait is over.

commodore COMPUTER

(Dealer Name)

LG00006

INTRODUCING THE PERSONAL COMPUTER THAT CAN RUN YOUR BUSINESS, REPEL AN INVASION FROM MARS AND PLAY "MOON RIVER."

THE COMMODORE 64.™ ONLY $595.

commodore COMPUTER

(Dealer Name)

YOU DON'T NEED A PERSONAL COMPUTER TO FIGURE OUT WHICH PERSONAL COMPUTER TO BUY.

FEATURES	COMMODORE 64	APPLE II+®	IBM® PC	TANDY TRS-80® III	ATARI 800®
Base Price*	$595	$1530	$1565	$999	$899
Advanced Personal Computer Features					
Built-in User Memory	64K	48K	16K	16K	16K
Programmable	YES	YES	YES	YES	YES
Real Typewriter Keyboard	YES (66 keys)	YES (52 keys)	YES (83 keys)	YES (65 keys)	YES (61 keys)
Graphics Characters (from Keyboard)	YES	NO	NO	NO	YES
Upper and Lower Case Letters	YES	Upper Only	YES	YES	YES
5¼" Disk Capacity Per Drive	170K	143K	160K	178K	96K
Audio Features					
Sound Generator	YES	YES	YES	NO	YES
Music Synthesizer	YES	NO	NO	NO	NO
Hi-Fi Output	YES	NO	NO	NO	YES
Video Features					
TV Output	YES	EXTRA	EXTRA	NO	YES
Input/Output Features					
"Smart" Peripherals	YES	NO	NO	NO	YES
Software Features					
CP/M® Option (Over 1,000 Packages)	YES	YES	YES	YES	NO

*Manufacturer's Suggested Retail Price: July 1, 1982. Disk drives and printers are not included in prices. The 64's price may change without notice. CP/M® is a registered trademark of Digital Research, Inc.

All you need is a little common sense and $595. You'll get personal computer performance no one can equal at more than double the price.

THE COMMODORE 64™. ONLY $595.

commodore COMPUTER

(Dealer Name)

LG00008

YOU DON'T NEED A PERSONAL COMPUTER TO FIGURE OUT WHICH PERSONAL COMPUTER TO BUY.

THE COMMODORE 64™ ONLY $595.

All you need is a little common sense and $595. You'll get personal computer performance no one can equal at more than double the price.

commodore COMPUTER

(Dealer Name)

LG00009

"THE COMMODORE 64 COULD BE THE MICROCOMPUTER INDUSTRY'S OUTSTANDING NEW PRODUCT INTRODUCTION SINCE THE BIRTH OF THIS INDUSTRY."

–SHEARSON/AMERICAN EXPRESS

THE COMMODORE 64™. ONLY $595.

commodore COMPUTER

(Dealer Name)

"THE COMMODORE 64 COULD BE THE MICROCOMPUTER INDUSTRY'S OUTSTANDING NEW PRODUCT INTRODUCTION SINCE THE BIRTH OF THIS INDUSTRY."

–SHEARSON/AMERICAN EXPRESS

THE COMMODORE 64™. ONLY $595.

commodore COMPUTER

(Dealer Name)

Dr. Donald J. Senese:

Assistant Secretary Office of Educational Research and Improvement,
U. S. Department of Education.

According to Dan Kunz, Dr. Senese is an educator committed to excellence in education and the use of technology, and the improvement of schools.

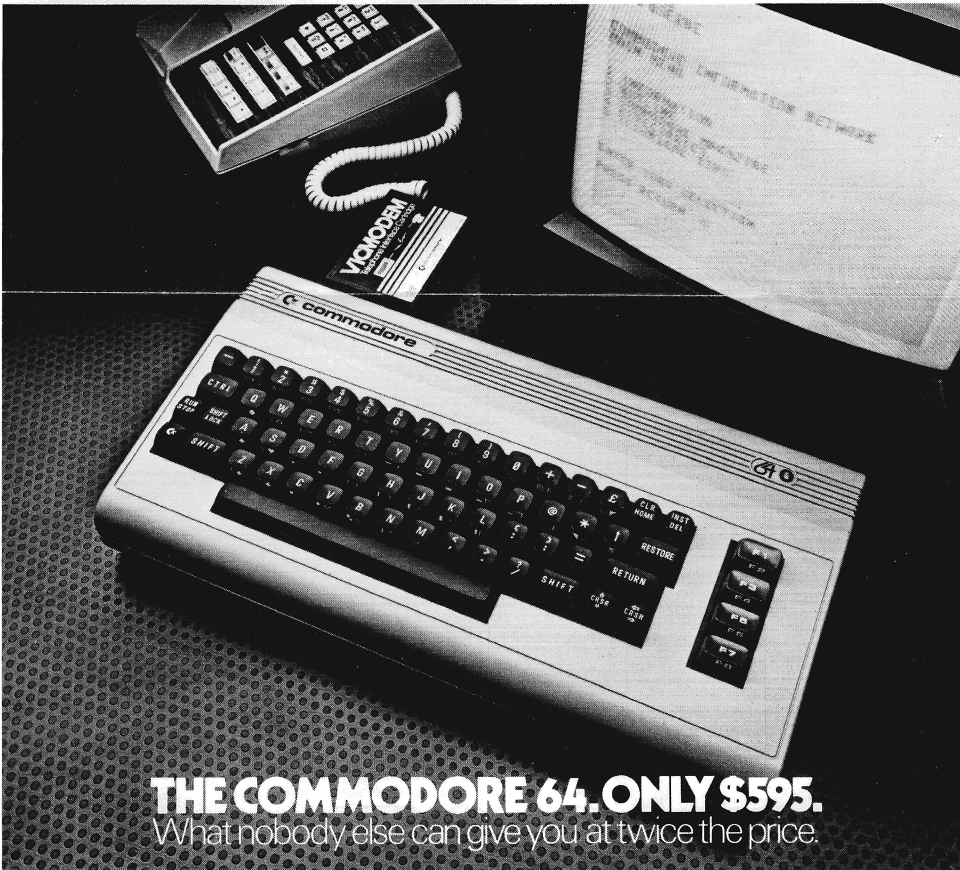
Commodore 64 Poster, window banner and 3-D counter display will be sent to you under separate cover during the week of September 5,1982.

FOR $595, YOU GET
WHAT NOBODY ELSE
CAN GIVE YOU
AT TWICE THE PRICE.

commodore
COMPUTER

- 64K built-in memory
- High-resolution graphics
- 16 colors plus a music synthesizer
- Full peripheral capacity
- Programmable in BASIC plus CP/M® option
- An ideal business and educational tool

CP/M® is a registered trademark of Digital Research, Inc.



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–SHEARSON/AMERICAN EXPRESS

commodore
COMPUTER

THE COMMODORE 64. ONLY $595.

What nobody else can give you at twice the price.

brought to you by

http://commodore.international/

commodore international historical society

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